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Top Tips for your

Data Portfolio

joelreed.co.uk



1. Invest in a domain



Purchase a domain for your website



Try to buy [yourname.com](#), or use your country's domain suffix, such as [.co.uk](#) or [.in](#)



Helps with [SEO](#) on Google searches for your name



Allows you to create professional mailboxes, e.g. [hello@yourname.com](#)



2. Pick your Platform



Choose a website platform that **aligns with your skills**



Experienced with HTML & CSS? Develop your own website using **WordPress**



Not sure how to code? Use a third-party platform like **Squarespace, Webflow, Wix, or Carrd**



Some platforms **are free!**



3. Less is More



Don't overload your portfolio with dozens of projects



Aim to include 3-5 strong examples of your work



Highlight insights and recommendations, not just beautiful dashboards



Keep it visual! Remember to include screenshots of your workflow



4. Play to Strengths



Align your projects with industries you know



Leverage your existing domain knowledge



Retail past? Dive into sales or inventory data



Show hiring managers you already speak their language



5. Link Out



Include links to your code,
making it easy to explore



Share your GitHub profile for
Python, SQL, or R work



Link to Tableau Public to
showcase your interactive
dashboards



Help viewers verify your skills
with real projects

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You've got this!



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